

KTVT-TV

P.O. BOX 2495, . FORT WORTH TX 76113

KTVT-TV

AND

PAGE 1

171285	AGENCY (OR SERVICE) ACTING AS AGENT FOR 193405		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	PATHFINDER MARKETING		MARK SHELTON		
AND	6164 Blackburn Ct		1050 Forest Park Blvd Ste 200		
ADDRESS	League City	TX 77573-6342	Fort Worth	TX 76110-1100	
	USA		USA		
CONTACT			PRODUCTState Senate District 10		
LOCAL SALESPERSON	VALERIE BONNEY	AGENCY EST. NO. 10/2-10/7	PRODUCT CODE	1300	
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 10/02/12 AND ENDING 10/07/12 NO. WEEKS: 1					

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
1 LUR	T-F	3	05:58A	07:00A	30S	10/02/12-10/05/12	CBS 11 NEWS THIS MORNING	3	225.00	675.00
2 LUR	T-F	2	07:00A	09:00A	30S	10/02/12-10/05/12	THE EARLY SHOW	2	125.00	250.00
3 LUR	T-F	2	04:00P	04:58P	30S	10/02/12-10/05/12	CBS 11 NEWS AT 4P	2	350.00	700.00
4 LUR	T-F	3	04:58P	05:30P	30S	10/02/12-10/05/12	CBS 11 NEWS AT 5P	3	600.00	1800.00
5 LUR	T-F	4	05:58P	06:28P	30S	10/02/12-10/05/12	CBS 11 NEWS AT 6P	4	725.00	2900.00
6 LUR	Sa	1	05:58P	06:28P	30S	10/06/12-10/06/12	CBS 11 NEWS AT 6P	1	400.00	400.00
7 LUR	T-F	4	06:30P	06:58P	30S	10/02/12-10/05/12	WHEEL OF FORTUNE	4	1600.00	6400.00
8 LUR	W	1	08:00P	10:00P	30S	10/03/12-10/03/12	PRESIDENTIAL/VP DEBATES	1	2500.00	2500.00
9 nonpreemptible	T-F Su	4	10:00P 10:00P	10:35P 10:30P	30S	10/02/12-10/07/12	CBS 11 NEWS AT 10P	4	1980.00	7920.00
10 LUR	Sa	1	10:00P	10:35P	30S	10/06/12-10/06/12	CBS 11 NEWS AT 10P	1	600.00	600.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

KTVT-TV

P.O. BOX 2495, . FORT WORTH TX 76113

KTVT-TV

AND

PAGE 2

171285	AGENCY (OR SERVICE) ACTING AS AGENT FOR 193405		ADVERTISER (OR AGENCY AND ADVERTISER)	
NAME	PATHFINDER MARKETING		MARK SHELTON	
AND	6164 Blackburn Ct		1050 Forest Park Blvd Ste 200	
ADDRESS	League City	TX 77573-6342	Fort Worth	TX 76110-1100
	USA		USA	
CONTACT			PRODUCT State Senate District 10	
LOCAL SALESPERSON	VALERIE BONNEY	AGENCY EST. NO. 10/2-10/7	PRODUCT CODE	1300
NATIONAL SALESPERSON				
BROADCAST SCHEDULE STARTING 10/02/12 AND ENDING 10/07/12 NO. WEEKS: 1				

Cancellation Notice
Required
 Announcement 28 days
 prior notice

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
11 LUR	T-F	3	10:35P	11:37P	30S	10/02/12-10/05/12	LETTERMAN	3	500.00	1500.00
12 LUR	Sa	1	06:28P	06:57P	30S	10/06/12-10/06/12	WHEEL OF FORTUNE	1	600.00	600.00
Total Contract:								29		26245.00
Billing Summary										
Qtr 4-12						Oct	Nov	Dec	Total	
						24445.00	.00	.00	24445.00	
GRAND TOTAL									24445.00	

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

CERTIFICATE FOR THE POLITICAL CANDIDATE

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

Station and Location:	Date:
------------------------------	--------------

I, SUSAN BAKER,
 being/on behalf of: MARK SHELTON CAMPAIGN, a legally
 qualified candidate of the REPUBLICAN political
 party for the office of: TEXAS STATE SENATE DISTRICT 10
 in the GENERAL ELECTION
 election to be held on: NOVEMBER 6, 2012
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

MARK SHELTON CAMPAIGN

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

MR. MIKE SHELTON

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

9/26/12
Date

Susan Baker
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Pathfinder Communications - Television Order
 Client: Mark Shelton, SD 10 Market: Dallas-Fort Worth
 Buyer: James Baker, 713-480-1724, james@pathfindercommunications.com

Flight Dates: Oct 2-Oct 7
 Length: 30

STATE SENATE DISTRICT 10

ADV # 193405
 ACY # 171285

ORDER # 599488 POLITICAL

To: Valerie Bonney, KTVT, Email: valerieb@ktvt.com

Total Net Cost: \$22,308.25

10

Stations	Day/Time	Dpt	Gross		Units / GRPs / Gross Cost by Week - Monday Dates										Total	
			Cost	GPP	10/1	10/8	10/15	10/22	10/29	11/5	11/12	11/19	11/26	Units	GRPs	Gross Cost
1 KTVT CBS :30	MO-FR 6A-7A NEWS (10/1)	0-EM	0.9	206	29									29	103.7	\$26,245
2 KTVT CBS :30	MO-FR 7A-9A CBS EARLY SHOW (10/1-10/8)	0-EM	0.7	\$125	2									2	1.4	\$250
3 KTVT CBS :30	MO-FR 4P-5P NEWS (10/1, 10/8)	2-EN	2.2	\$350	2									2	4.4	\$700
4 KTVT CBS :30	MO-FR 5P-530P NEWS 5P (10/1-10/8)	2-EN	3.2	\$600	3									3	9.6	\$1,800
5 KTVT CBS :30	MO-FR 6P-630P NEWS (10/1)	2-EN	4.2	\$725	4									4	16.8	\$2,900
6 KTVT CBS :30	SA 6P-630P NEWS SAT 6P (10/1)	2-EN	1.9	\$400	1									1	1.9	\$400
7 KTVT CBS :30	MO-FR 630P-7P WHEEL (10/1-10/8)	3-PA	6.6	\$1,600	4									4	26.4	\$6,400
8 KTVT CBS :30	WE 8P-10P PRES DEBATE #1 (10/5)	4-PR	4.2	\$2,500	1									1	4.2	\$2,500
9 KTVT CBS :30	MO-FR, SU 10P-1035P LT NEWS (10/1-10/8)	5-LN	5.5	\$1,980	4									4	22.0	\$7,920
10 KTVT CBS :30	SA 10P-1035P NEWS AT 10P (10/1)	5-LN	3.9	\$800	1									1	3.9	\$800
11 KTVT CBS :30	MO-FR 1035P-1137P LETTERMAN (10/1-10/8) 6-LF	6-LF	2.1	\$500	3									3	6.3	\$1,500
12 KTVT CBS :30	SA 630P-7P WHEEL (10/1-10/8)	7-WK	4.1	\$600	1									1	4.1	\$600

Billing & Traffic Instructions

Send invoices to Pathfinder Communications, Inc., 312 Morningside Dr, Ste C, Friendswood, TX 77546